

CENTER SCENE

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Air Reserve Personnel Center, Denver

March 9, 2007

'No sweat'



Tech. Sgt. Karen Raine, SC, steadies herself atop a balance ball at the Buckley Fitness Center. Sergeant Raine and co-workers Melissa Castillo, SC; Master Sgts. Gary Thurman and Bryan Litke, and Staff Sgts. Jessica Phelps and Melissa Sandifur, DPA; are participating in "Buckley's Biggest Loser," an eight-week fitness challenge where participants try to lose the most body fat percentage. (Photo by Mike Molina)

WHAT'S HAPPENING

Spring ahead Sunday

Daylight-saving time begins this Sunday March 11. Clocks should be set ahead one hour at 2 a.m. local standard time, which becomes 3 a.m. local daylight time.

The Energy Policy Act of 2005 changed the starting and ending dates of daylight-saving time. This year, daylight-saving time begins in the United States on the second Sunday in March and ends on the first Sunday in November.

In previous years, daylight time began on the first Sunday in April and ended on the last Sunday in October.

Walk About Wednesday

"Walk About Wednesday" is March 14. Air Reserve Personnel Center employees are encouraged to use this day to conduct business face-to-face, when able, rather than using e-mail or phone.

Scavenger Hunt

The St. Patrick's Day Scavenger Hunt, sponsored by the Booster Club, will be March 16 from 1 to 3 p.m. Scavenger lists will cost \$5. All proceeds will be used toward the ARPC summer picnic. For more information, contact Tech. Sgts. Carrie Doolen, Kenesha Hardin or Lisa O'Connor at Ext. 6-8051.

PERSONNEL SERVICE DELIVERY

3-2-1 Contact

From March 1 - 7, the ARPC Contact Center received 1,310 Web requests, 3,953 phone calls and 2,952 e-mails, faxes or mail requests.

As anybody who has taken a professional military education course will tell you, Prussian soldier and intellectual Carl Phillip von Clausewitz (1780-1831) was "the man."

His primary work, *On War*, presents theories on warfare and strategy. Some of his concepts that continue in today's mainstream military planning and operations include the strategic and operational "centers of gravity" – a country's decisive points of power that provide moral or physical strength, freedom of action or will to act and the "fog of war," or the uncertainty of the ever changing battlefield experienced by military members during operations.

One of Mr. Clausewitz' lessons that has remained with me is the "trinity" – a triangle with its lines representing: the people, the government and the military. The most important piece of this trinity is the connection among these three groups, communication.

If the public is to understand national security issues, participate in a policy debate around those issues and support the military should that debate lead to the use of armed force, then constant information and awareness is needed to keep this trinity healthy and ever evolving. This is where military Public Affairs professionals, or PAs, play a critical role.

Each military service has PAs sustaining the trinity through several avenues: developing relationships with community leaders and news media representatives, maintaining a robust

PA ensures communication, discourse

By Maj. Kim Wheeler
Chief of Public Affairs



community relations program, fostering relationships with other government agencies and keeping internal and external audiences informed on issues that may affect them. At ARPC, this is done through publications such as the weekly *Center Scene* and the bi-monthly *ARP Update* and orchestrating events such as the quarterly Warrior Day and Commander's Calls.

PAs also prepare information relative to unit participation in military operations and world events through news releases,

special activities, photographs, radio and television, and other informational material, such as "*The 2007 Guard and Reserve Fact Sheets*." PAs also review materials such as speeches, news articles, for security, policy and integration with overall Air Force objectives.

In recent years, PA has also taken on an oversight role as Web master of organizational public Web sites.

The demands of the trinity never cease – the ferocity of 24-hour news networks as well as

news at your fingertips through online media Web sites, make a PA's life challenging. In the past, a PA may have had a duty day, depending on complexity, to research and coordinate a response to a media query; now that news cycle has shrunk to minutes.

A benefit of the quick cycle and the power of the Web is the ability for PAs to market "hot" stories to a wider audience and "push" them to subscribers. Last July was the launch of ARPC News Service. Now there are 40,000 standing subscribers.

Another priceless capability is ARPC's Public Web site, which serves as a precious resource to a mobile diverse audience 970,000 strong. With more than 2,000 pages of information, receiving 48.9 million hits in 2005 and 65.2 million in 2006, it serves as a 24-hour lifeline and as the gateway to the virtual Personnel Center - Guard and Reserve.

A cross-functional team, led by PA, stood up this past fall, the Content Management Operations Group, whose primary goal is to provide structure and control for content, enabling ARPC to standardize content and improve the customer experience by aligning Web site content management with ARPC operations.

The bottomline being, the ARPC Web site is powerful. The more accurate and up to date the data is, the better our customers are served.

Mr. Clausewitz' vision of the trinity may be 200 years old, but ARPC's strategic communications efforts today ensure it remains viable and strong.



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Chief of public affairs.....Maj. Kim Wheeler
Editor.....Mike Molina

The ARPC Action Line

ARPC commander, Col. Ann Shippy, welcomes your questions, suggestions and concerns. Action Line Boxes are located at 2B-18 in Public Affairs, in the second and third floor break areas and on the Intranet. Questions will be addressed during quarterly Commander's Call and issues of the *Center Scene*.

Employees seek to improve writing

More than 100 employees attend Professional Development workshop

By Mike Molina
Editor

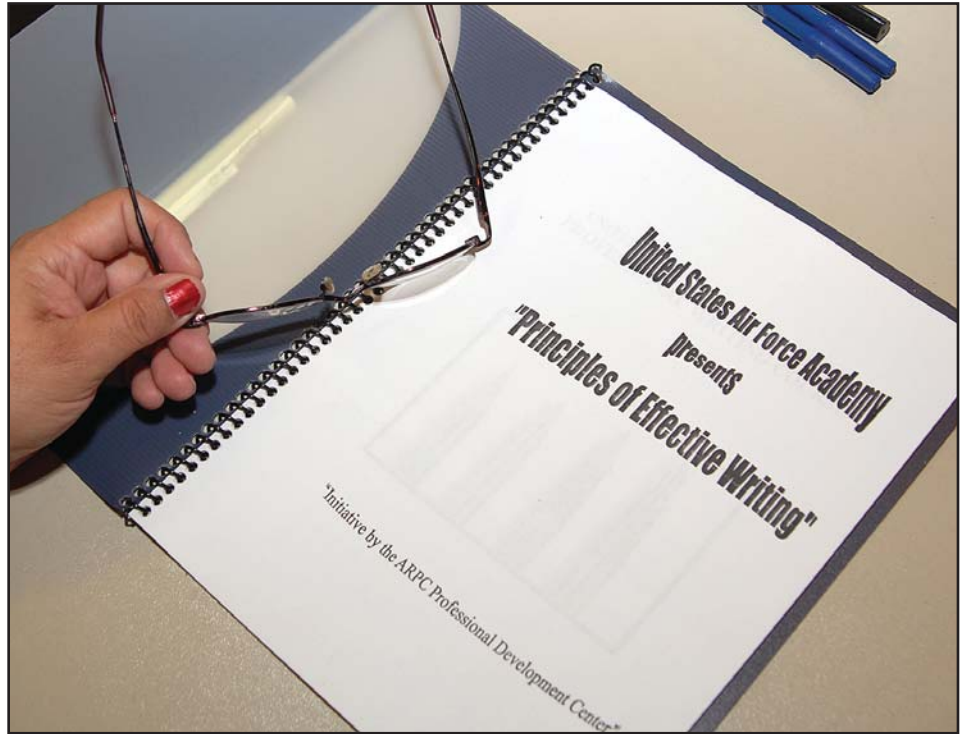
The Air Reserve Personnel Center Professional Development Program team continues to bring employees career enhancement opportunities.

More than 100 employees from the Air Reserve Personnel Center and the 4th Manpower Requirements Squadron attended the latest program seminar, *Principles of Effective Writing*, on March 5.

The course, taught by Air Force Academy instructors Maj. James Bishop and Capt. James Niday, focused on several important elements of good writing, including: considering your audience, organizing your message, clarity and conciseness, writing for expression and proofreading.

"It was a great overview on writing skills," said Tech. Sgt. Steven Smith, DPB.

The ARPC Professional Development Program team provides employees opportunities to improve their professional skills and experience by sponsoring instructional workshops on-site.



More than 100 employees at ARPC attended the Principles of Effective Writing course, March 5. The course, taught by Air Force Academy instructors, was the latest workshop sponsored by the ARPC Professional Development Program. (Photo by Cheresa Theiral)

"We hope to continue providing useful tools and resources for all of our employees," said Capt. Susan Murphy, program coordinator.

For more information about upcoming

workshops, go to the Professional Development Program Web page on the intranet at <https://wwwmil.arpc.afrc.af.mil/professional-development/default.asp>.

New survey aims to improve information delivery to Airmen

By Maj. Robert Pope
Secretary of the Air Force, Office of Public Affairs

WASHINGTON – The secretary of the Air Force office of communication at the Pentagon has launched a study to find out how Airmen want to get information about the Air Force.

A randomly selected group of Airmen and Air Force civilian employees will receive an e-mail invitation from Brig. Gen. Erv Lessel, Air Force director of communication, asking them

to complete an online questionnaire to share their views on several information sources, products and technologies.

"This is a very important project for the Air Force, because we're working hard to improve our Air Force information delivery channels and products so Airmen get the information they want and need, when and how they want it," General Lessel said. "If we hear from Airmen that some of the information channels are working well while others are broken, we'll know where to focus our attention. If Airmen tell us they flat-out can't get some of the information they really want or need, we'll look hard at ways to fix that."

Researchers anticipate the results of this "Where Airmen Get Information" survey will be used to focus Air Force Public Affairs attention on the products Airmen use and value most, permitting the Air Force to cease publishing less desired products or stop operating less used channels.

See **SURVEY**, Page 4



Teri Eastman, DPP, reads Dr. Seuss' "I can read with my eyes shut," to second-graders at Sixth Avenue Elementary School in Aurora. Ms. Eastman was one of 14 volunteers from ARPC to participate in the nationwide "Read Across America" event. The program, created and sponsored by the National Education Association, is designed to motivate children to read. (Photo by Cheresa Theiral)

Reading fun

Volunteers participate in nationwide learning, awareness program

By Mike Molina
Editor

Volunteers from ARPC participated in a nationwide reading event March 2, donating time to elementary schoolchildren in Aurora.

Some 14 ARPC employees read to children at Sixth Avenue Elementary School as part of "Read Across America," a program focused on motivating children to read and helping them with basic reading skills.

"This community outreach program is well received by teachers, students and volunteers," said Cindy Dewey, ARPC's chief of community relations.

"The children are amazed that people they don't even know care enough to take time out of their schedule to help them understand the importance of reading and education," she said.

The event, now in its 10th year, takes place on the birthday of children's book author Dr. Seuss.

BRIEFS

Warrior Day

Capt. Jeff Beckford, 460th Security Forces Squadron acting commander, will be the Warrior Day speaker March 23 at 10 a.m. in the Webber Auditorium.

Captain Beckford recently returned from Iraq where he assisted in the training of Iraqi security forces.

Commander's Call

Commander's Call will be April 3 at 1 p.m. in the Webber Auditorium. This is mandatory for all military personnel, and civilian employees are highly encouraged to attend.

SURVEY, from Page 3

"It's been almost three years since we last surveyed Airmen about their information wants and needs. If you think about how the information environment has changed during that time, with new media and new technologies coming online, you see why this study is both essential and overdue," General Lessel added.

According to Steve Everett, principle researcher in the SAF/PA assessment division, the survey relies on hearing from all invited participants.

"If we hear back from only the Airmen who have computers on their desks, we won't have anywhere near an accurate, complete understanding of Airmen's information preferences," Dr. Everett explained. "The Air Force is going to extra lengths to get the word out about this survey so invited Airmen will know it's the 'real deal,' and their supervisors might give them 15 minutes of computer time to complete the survey.